

Revised 7/23/07

## PROPOSAL SUMMARY AND ROUTING FORM

**Proposal Title:** Name change – Advertising Certificate – to Advertising/Integrated Marketing Communication Certificate

**Initiating Unit or Individual:** AIMC Program/Marketing Department

**Contact Person's Name:** Kay Anderson e-mail: andersok@ferris.edu phone: x2426

**Date or Term of Proposal Implementation:** Summer 2010

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty	<i>Tom Mele</i>	10/20/09	<input type="checkbox"/> 3 Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty	<i>AA</i>	10/20/2009	<input type="checkbox"/> 14 Support <input type="checkbox"/> 0 Support with Concerns <input type="checkbox"/> 0 Not Support
Department Head	<i>AA</i>	10/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>Anita Fagerman</i>	11/06/09	<input checked="" type="checkbox"/> 4 Support <input type="checkbox"/> 7 Support with Concerns <input type="checkbox"/> 0 Not Support
Dean	<i>hch</i>	11/12/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>Leonard Johnson / jph</i>	1/21/10	<input checked="" type="checkbox"/> Support 7-0 <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard Duffin / jph</i>	1/21/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>Donald Fleckner</i>	1/20/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

\* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

<b>To be completed by Academic Affairs</b>		
President (Date Approved)	Board of Trustees (Date Approved)	President's Council (Date Approved)

VPAA

JAN 21 2010

PROVOST

**1. Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

To align the certificate with the recent Advertising/Integrated Marketing Communication BS degree changes (prefix change/name change), the faculty propose to change the name of the certificate and adjust the courses required as follows: Update ADVG courses to AIMC prefix, GRDE 118 will be removed consistent to the BS degree, and AIMC 312 will replace it.

In response to concerns at the College Curriculum Committee, a master course syllabus for each course in the certificate is being included at the end of the packet to show outcomes/methods of assessment information for each course. Outcomes for the Certificate itself are listed below:

- Demonstrate understanding of the basic principles of Advertising and Integrated Marketing Communications
- Prepare and present creative platforms and execution and media plans and execution across multiple online and offline platforms
- Demonstrate ability to integrate learning from the four certificate classes through in-class presentations, tests and AIMC plans

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

Prefix	Number	Title
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**b. Courses to be Deleted From FSU Catalog:**

Prefix	Number	Title
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**c. Existing Course(s) to be Modified:**

Prefix	Number	Title
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**d. Addition of existing FSU courses to program**

Prefix	Number	Title
AIMC	222	Principles of Advertising/IMC
AIMC	312	Layout and Production
AIMC	324	Promotional Writing
AIMC	334	Fundamentals of Media

**e. Removal of existing FSU courses from program**

Prefix	Number	Title
ADVG	222	Principles of Advertising
ADVG	324	Advertising Copy
ADVG	334	Fundamentals of Media
GRDE	118	Desktop Publishing

\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

**FORM D**      **CURRENT**  
**PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**

Ferris State University – College of Business  
**MARKETING DEPARTMENT**

**ADVERTISING CERTIFICATE – 12 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	SH.	GRADE	GR. PTS.
ADVG	222	Principles of Advertising – (None)	3		
ADVG	324	Advertising Copy – (ADVG 222, ENGL 250)	3		
ADVG	334	Fundamentals of Media – (ADVG 222)	3		
GRDE	118	Desktop Publishing – (None)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

**PROCEDURE:**

1. To pursue a certificate, the student, in consultation with the certificate advisor, Tom Mehl, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Tom Mehl**  
at (231) 591-2414, BUS 124C or the Marketing Department at (231) 591-2426, BUS 212

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**  
Students who return to the university after an interrupted enrollment (not including summer semester)  
must normally meet the requirements of the certificate which are in effect at the time of their  
return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion  
of the Advertising certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Advertising  
Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Head: \_\_\_\_\_

Date: \_\_\_\_\_

**FORM D PROPOSED**

**PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**

**Ferris State University – College of Business  
MARKETING DEPARTMENT**

**ADVERTISING/INTEGRATED MARKETING COMMUNICATION CERTIFICATE – 12 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
AIMC	222	Principles of Advertising/Integrated Marketing Communication – (None)	3		
AIMC	312	Layout and Production	3		
AIMC	324	Promotional Writing – (AIMC 222, ENGL 250)	3		
AIMC	334	Fundamentals of Media – (AIMC 222)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 6 of the certificate credits are specifically required in the student's major.

**PROCEDURE:**

1. To pursue a certificate, the student, in consultation with the certificate advisor, Tom Mehl, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 124C, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
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For more information, please contact the Certificate Advisor, **Professor Tom Mehl** at (231) 591-2414, BUS 124C or the **Marketing Department** at (231) 591-2426, BUS 212

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Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion of the Advertising/Integrated Marketing Communication certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Certificate Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Head: \_\_\_\_\_

Date: \_\_\_\_\_

## MASTER COURSE OUTLINE

### Course Identification:

Prefix:	Number	Title
AIMC	222	Principles of Advertising/IMC

### Course Description:

Scope and purpose of IMC, IMC cycles; writing copy, slogans; trademarks; methods of visualizing; layout; printing, newspaper, magazine, radio, television, billboard, transportation, direct mail, specialty, point-of-sale, and other special forms of advertising, packaging and labeling; testing of ads, agencies and campaigns; advertising laws.

Credits: 3

Pre-requisites: None

Typically Offered: Fall, Spring, Summer. Online summer semesters only.

### Course Outcomes and Assessment Plan:

1. Demonstrate an understanding of the essentials of an integrated marketing communication plan.  
Assessment: Written assignments, presentations.
2. Demonstrate, via written and/or artistic methods, a basic understanding of the elements of print and broadcast advertising, sales promotion, direct marketing, and public relations.  
Assessment: Written and or artistic assignments/projects
3. Explain the relationship between promotion and the other facets of marketing.  
Assessment: Class discussion, class presentation, written assignments.
4. Demonstrate an understanding of basic marketing principles, including the marketing concept, market segmentation, positioning, and the marketing mix.  
Assessment: Quiz and/or exam, written paper, presentation
5. Provide examples that show understanding of media strategy appropriate to target market/target audience identification.  
Assessment: Written assignments

### Course Outline including Time Allocation:

I.	Overview of the world of Integrated Marketing Communication - Dimension and components	2 hours
II.	The structure of advertising and promotion industry	2 hours
III.	The evolution of Advertising and IMC	1 hour
IV.	Social, ethical, and regulatory aspects of IMC	1 hour
V.	IMC and consumer behavior	2 hours
VI.	Advertising and promotion research	1 hour
VII.	Advertising and IMC - Creativity and execution	6 hours
VIII.	Print and broadcast production	4 hours
IX.	IMC planning with ethical and global components	3 hours
X.	IMC media planning and strategy	3 hours
XI.	Media planning and strategy for the internet	2 hours
XII.	Sales promotion, point-of-purchase, and support media	3 hours
XIII.	Product placement, event sponsorship, and branded entertainment	3 hours
XIV.	Integrating direct marketing and personal selling	3 hours
XV.	Public relations, influencer marketing, and corporate advertising	4 hours
XVI.	Testing	4 hours
		45 hours

### Textbook Information:

Integrated Advertising, Promotion, and Marketing Communications, 4<sup>th</sup> edition, Clow/Baack, Prentice Hall, ISBN# 978-0136079422

# MASTER COURSE OUTLINE

## Course Identification:

Prefix:	Number	Title
AIMC	312	Layout and Production

## Course Description:

Techniques in building the printed advertisement and television story boards: visualization of appeal, principles of design, indication of photography and illustration, color usage, and production processes. The use of typography as a design element. A brief introduction to printing processes and paper stocks. Preparation of layout for various media (includes use of mock-ups and prototypes).

Credits: 3

Pre-Requisites: AIMC 222 (ADVG222).

Typically Offered Fall only.

## Course Outcomes and Assessment Plan:

- Demonstrate an understanding of graphic design execution processes through preparations of layouts for various media types through class assignments.  
Evaluation: Homework assignments, layout presentation
- Demonstrate the ability to present creative work, critically analyze creative work presented by others, respond to criticism/feedback, and provide objective and strategic criticism/feedback to others to help improve creative work.  
Evaluation: Class presentations, written assignments, graphic materials
- Demonstrate an understanding of terms and tools, and processes that other Graphic designers, art directors, and other content authors use in creative service businesses.  
Evaluation: Exams/quizzes.

## Course Outline including Time Allocation:

Being revisited at program level – new instructor looking at materials covered.

## Textbook Information:

No text required.

## MASTER COURSE OUTLINE

### Course Identification:

Prefix:	Number	Title
AIMC	324	Promotional Writing

### Course Description:

Nature purpose of advertising/IMC copy, essential principles of construction. Use of specific product benefits and selling points, headline writing, use of human interest material, preparation of radio and television commercials, print ads and supplementary media, copy presentation skills.

Credits: 3

Pre-Requisites: AIMC 222 and ENGL 250.

Typically Offered Spring only.

### Course Outcomes and Assessment Plan:

- Demonstrate the ability to develop and draw upon the student's innate creativity using time-tested creativity formulas and methods  
Assessment: Simulation or role playing, brainstorming, or assignments or exercises
- Develop effective creative strategies based on appropriate primary and secondary research, and execute copy that adheres to those strategies and focuses squarely on a well-defined target market  
Assessment: Creation of copy platforms, portfolios, or application exercises.
- Demonstrate the ability to integrate copy conventions such as: powerful presentation of facts; testimonials; comparisons; reversals; and metaphors.  
Assessment: Advertising executions, portfolios, multi-media formats
- Write headlines that are benefit-oriented, attention-getting and succinct  
Assessment: Execution of ads across multi-media forms, creation of layouts
- Write body copy that is personal, benefit-oriented, appropriate to the audience, and succinct  
Assessment: Integration of copy with creative strategy statements, portfolios
- Integrate headlines, visuals and copy using the basic conventions of graphic design  
Assessment: Execution of ads in multi-media forms, creation of layouts
- Execute copy (and rough layouts where appropriate) in the following media: radio, television, catalog, B2B, retail, and out-of-home  
Assessment: Portfolios
- Demonstrate the ability to develop a "big idea" that unites an advertising campaign and focuses on the unique benefit of a product or service.  
Assessment: Copy platforms, or presentations, or portfolios
- Integrate all learning in the course through a professional-style 10 minute final ad copy presentation incorporating research, creative strategy, "big idea" and at least three creative executions appropriate to the product and target market.  
Assessment: Simulation of agency/client presentations containing the requisite components

### Course Outline including Time Allocation:

I.	Nature of creativity	5 hours
II.	Creative strategy	5 hours
III.	Brainstorming	2 hours
IV.	Blending layout/headline/illustration copy	3 hours
V.	Body Copy	3 hours
VI.	Radio and TV spots	3 hours
VII.	Direct Marketing Copy	3 hours
VIII.	Retail Ads	3 hours
IX.	Sales Promotion	3 hours
X.	Supplementary Media	5 hours
XI.	Presentation Skills and Presentations	7 hours
XII.	Testing	3 hours
		45 hours

### Textbook Information:

Advertising Concept and Copy, 2<sup>nd</sup> edition, Felton, Prentice Hall, ISBN# 0-393-73159-6  
A Whack on the Side of the Head, 98, VonOech, TWTP, ISBN# 0-446-67455-9

## MASTER COURSE OUTLINE

### Course Identification:

Prefix:	Number	Title
AIMC	334	Fundamentals of Media

### Course Description:

An introductory examination of the advertising media industry with particular emphasis on the individual media themselves. Focuses on understanding the role of, examining the structure and operation of, and gaining a working knowledge of the use of the individual media. Project assignments focus on analysis and application of space/time rates and research data pertaining to the individual media.

Credits: 3

Prerequisites: AIMC 222 (ADVG 222)

Typically offered Fall only.

### Course Outcomes and Assessment Plan:

- Understand the overall structure of the advertising media function including its relationship to and within the marketing and advertising industry  
Assessment: Tests or specific written assignments
- Understand the various types of organizations operating within the advertising media function  
Assessment: Tests
- Understand the role and function of media buying and verification as the tactical aspects of the overall advertising media function  
Assessment: Tests and written assignments
- Understand the characteristics and operation of each of the primary advertising media types and understand the rate structures of each of these media and use and apply this rate knowledge to typical advertising media buying situations  
Assessment: Massive written assignments

### Course Outline including Time Allocation:

I.	Introduction	1 hour
II.	Overview of the Media Function	
	A. The Role of Media in the Marketing/Advertising Mix	1 hour
	B. The Organization of the Media Function	
	1 Organization of the Company Media Function	1 hour
	2 Organization of the Advertising Agency Media Function	1 hour
	3 Other Aspects of the Advertising Media Industry	1 hour
III.	Advertising Media Buying and Verification	
	A. Media Buying	1 hour
	B. Media Verification	1 hour
IV.	Media Options: Print Media	
	A. Newspapers	4 hours
	B. Consumer Magazines	4 hours
	C. Business Publications	4 hours
VI.	Media Options: Broadcast Media	
	A. Radio	4 hours
	B. Broadcast Television	4 hours
	C. Cable Television	2 hours
VII.	Media Options: Out-of-Home and Other Media	
	A. Out-of-Home	
	1. Outdoor	2 hours
	2. Transit	2 hours
	B. Direct Mail and other Direct Media	2 hours
	C. Interactive, Place-based, and Other Advertising Media	2 hours
	D. Sales Promotion	1 hour
VIII.	Examinations	5 hours
IX.	Flex Allowance	2 hours
		45 hours

Textbook Information: Text changing

### CCC Proposal Log

Proposal Number	Proposal Title	Department	Date Received	Date Decided	CCC Decision & Vote	Proposal Status
05	Minor Cleanup – Statistics Courses and Business Data Analytics Course Check sheet	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: For the ISI concentration on the checklist, (SDN)220 Visual Analysis- Investigations has been removed and remained to (SDN)300 Link and Visual Analysis) Shows correctly in banner but not yet in the online catalog. <i>Corrected</i>	
04	Proposal AY2009-2010 #04 Minor Course Cleanup – PREL341	Marketing	10/23/09	11/06/09	5 – support; 0 – support with concerns; 0 – do not support	
03	Name Change – Advertising Certificate to Advertising/Integrated/Marketing Communications Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change.	
02	Minor Cleanup – Retailing Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change. Support (4 in favor; 2 support with concern; 0 opposed) Concerns are as follows:	
01	Update to INTB320	Management	10/06/09	10/20/09	<p>Concern #1: The "Proposal Summary" on Form A should be clearer so that other reviewers in the Curriculum Review Process have a better understanding as to why this proposal is being brought forward. It should be noted that while this proposal reflects minor change to an existing class and the instructor has chosen to make formal curriculum changes to keep the class current, this proposal is not intended to be a tedious administrative activity. Perhaps a paragraph containing information similar to the following should be added:</p> <p>"This Proposal's main focus is to clean up the course description so that the University catalogue will have accurate information reflecting the current state of the course.</p> <p>As a by-product of the course description cleanup, a Form E was created that complies with the University's needs. (The Form E includes course outcomes and assessments.) It should be noted that there is no old Form E. (It is believed that Form E's came into existence in 1993 when terms were converted to semesters and this class was around before that time under a different name.)"</p> <p>Concern #2: The Form E outcomes should explicitly state "international" or "in country and international". For example, three of the outcomes could be revised to read as follows: o Comprehension: Discusses and explains international transportation, trade terms, and payment. o Application: Demonstrates and reports on selection mode of international transportation, payment and the terms of trade to be selected.</p>	Completed



Leonard Johnson/FSU

12/15/2009 12:40 PM

To Sandra L Alspach/FSU@FERRIS, Leonard Johnson/FSU@Ferris, Andrew L Purvis/FSU@FERRIS, Barbara A Ross/FSU@Ferris, Joanne Gerst/FSU@FERRIS,  
cc  
bcc  
Subject Fw: Retailing Certificate

fyi

Leonard R. Johnson, Ph.D  
Professor of Education and Chair,  
University Curriculum Committee  
Ferris State University  
1349 Cramer Circle  
Big Rapids, Michigan 49307  
(231) 591-2134  
<http://www.ferris.edu/education/education>

----- Forwarded by Leonard Johnson/FSU on 12/15/2009 12:39 PM -----



Kay Anderson/FSU

12/14/2009 01:27 PM

To Leonard Johnson/FSU@Ferris  
cc Laura Dix/FSU@FERRIS, Michael C Cooper/FSU@FERRIS  
Subject Re: Retailing Certificate

Leonard,

The retailing faculty wrote and included outcomes/methods of assessment into the Form A before sending it forward to the UCC. They are included on the 2nd page of the Form A.

This was the concern raised by the College committee, so we included before forwarding the packet to you.

If you need anything else, please let me know.

Kay

*Kay Anderson*



Marketing Department  
College of Business, BUS 212  
119 South Street  
Big Rapids, MI 49307-2284  
Phone: 231.591.2426  
Fax: 231.591.3521

Leonard Johnson/FSU



Leonard Johnson/FSU

12/09/2009 01:01 PM

To Kay Anderson/FSU@FERRIS  
cc Sandra L Alspach/FSU@FERRIS, Leonard Johnson/FSU@Ferris, Andrew L Purvis/FSU@FERRIS, Barbara A Ross/FSU@Ferris, Joanne Gerst/FSU@FERRIS, Paula L Hadley-Kennedy/FSU@Ferris, Donald Flickinger/FSU@FERRIS, Harold G Palmer/FSU@Ferris,



Terrence J Doyle/FSU@FERRIS, Ronald A  
Mehringer/FSU@FERRIS, Kristen L Motz/FSU@FERRIS,  
Fritz J Erickson/FSU@FERRIS, Tracey  
Boncher/FSU@FERRIS

Subject Retailing Certificate

The UCC met on Monday and discussed the proposal noted above. Please include a list of outcomes and assessment information for the certificate and be sure to address the concerns raised by the one member on the College Curriculum Committee noted to have supported the proposal with concerns. Please contact Hal Palmer of me should you have any questions.

Thanks.

Leonard

Leonard R. Johnson, Ph.D  
Professor of Education and Chair,  
University Curriculum Committee  
Ferris State University  
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Big Rapids, Michigan 49307  
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Leonard Johnson/FSU  
12/14/2009 12:37 PM

To Sandra L Alspach/FSU@FERRIS, Leonard Johnson/FSU@Ferris, Andrew L Purvis/FSU@FERRIS, Barbara A Ross/FSU@Ferris, Joanne Gerst/FSU@FERRIS,  
cc  
bcc  
Subject Fw: Statistics Courses and BDA checksheet

fyi

Leonard R. Johnson, Ph.D  
Professor of Education and Chair,  
University Curriculum Committee  
Ferris State University  
1349 Cramer Circle  
Big Rapids, Michigan 49307  
(231) 591-2134  
<http://www.ferris.edu/education/education>

----- Forwarded by Leonard Johnson/FSU on 12/14/2009 12:37 PM -----



Kay Anderson/FSU  
12/14/2009 11:37 AM

To Leonard Johnson/FSU@Ferris  
cc Michael C Cooper/FSU@FERRIS, Nate Tymes/FSU@FERRIS  
Subject Re: Statistics Courses and BDA checksheet

Leonard - Form C has been forwarded with the packet to the Library.....1 concern was with a course number on the checksheet which had been changed, but the department was not notified/unaware of the change. This change was made to the proposed checksheet before the packet was sent to UCC. So we should be good to go with this one. I will forward the signed copy of the Form C once I receive it back.

Thanks,  
Kay

*Kay Anderson*



Marketing Department  
College of Business, BUS 212  
119 South Street  
Big Rapids, MI 49307-2284  
Phone: 231.591.2426  
Fax: 231.591.3521

Leonard Johnson/FSU



Leonard Johnson/FSU  
12/09/2009 12:57 PM

To Kay Anderson/FSU@FERRIS  
cc Sandra L Alspach/FSU@FERRIS, Leonard Johnson/FSU@Ferris, Andrew L Purvis/FSU@FERRIS, Barbara A Ross/FSU@Ferris, Joanne Gerst/FSU@FERRIS, Paula L Hadley-Kennedy/FSU@Ferris, Donald Flickinger/FSU@FERRIS, Harold G Palmer/FSU@Ferris, Terrence J Doyle/FSU@FERRIS, Ronald A Mehringer/FSU@FERRIS, Kristen L Motz/FSU@FERRIS,



Fritz J Erickson/FSU@FERRIS, Tracey  
Boncher/FSU@FERRIS  
Subject Statistics Courses and BDA checksheet

Hi Kay

The UCC met on Monday and discussed the proposal noted above. Please submit a Form C, and be sure to identify and address the concerns raised by the one member on the College Curriculum Committee noted to have supported the proposal with concerns.

Please contact Hal Palmer of me should you have any questions.

Thanks.

Leonard

Leonard R. Johnson, Ph.D  
Professor of Education and Chair,  
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